

Colchester Zoo Student Survey Guidelines

Students may complete customer service /visitor opinion or staff surveys while at Colchester Zoo providing they comply with our survey guidelines as stated below. Please inform Colchester Zoo (via email at education@colchesterzoo.org) if you plan to undertake this research as part of your school trip.

SUPERVISION

Students in year groups 7, 8 and 9 must be supervised at all times.

Students in year group 10 and older may be unsupervised.

All students conducting visitor surveys **must be clearly identified** either in school uniform or with lanyards, etc. so that zoo staff can identify students in the event of any problems.

BEHAVIOUR

Teachers are responsible for all student behaviour at Colchester Zoo.

Before your visit, ensure your students are aware of the following points:

- Be polite at all times
- Explain to all participants that the survey is part of your coursework
- Visitors do not need to take part, please respect them if they do not want to answer your questions
- Do not approach or disturb visitors whilst they are eating, watching encounters or otherwise engaged
- Do not wait at the Entrance to 'pounce' on newly arrived visitors
- Spread out around Colchester Zoo (do not stay in one large group)
- Do not approach/ask the same people questions repeatedly
- If the survey is designed for Zoo Staff, please only approach staff who have time to answer (e.g. not someone working in the café with a long queue). Please understand that staff may be busy and therefore unable to answer your questions.

SURVEY DESIGN

Your school's name and course should be at the top of the page

- Ensure anyone answering your survey is aware it is part of a school project and not something undertaken by Colchester Zoo
- Do not use Colchester Zoo's logo on your survey

Keep it short

- Visitors are here to enjoy their day out – if they choose to answer your questions, please ensure you don't take too much of their time

Don't repeat questions

- Asking 'How did you enjoy your day' and 'Rank your enjoyment' is repetitive

Use a variety of questions

- Ranking/scale questions are easiest and quickest to answer
- Open-ended questions provide excellent data, but take more time
- Closed-ended questions are yes/no or other limited option answers

Make your survey graphically pleasing and easy to read

- All participants need to be able to read your survey in order to fill it out

Limit the use of technical or specialised language

- Visitors may not be familiar with terms such as 'unique selling point', 'marketing mix', etc. Avoid these type of terms in your survey

Ensure your survey is GDPR compliant and does not collect personal information